



ORDER

Flight Dates **10/23/12-10/29/12**

Contract / Revision **315421 /**

Original Date / Revision
10/21/12 10/26/12

Advertiser **Arpaio / Republican / Sheriff**

Agency **SRCP Media**

Buying Contact

**201 N Union Street - Suite 200
Alexandria, VA 22314**

Product

Arpaio for Sheriff

Agency Com 15%

Billing Contact

**201 N Union Street - Suite 200
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate # **328**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 329166

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	19%	62541
KPNX	19%	62541
KPPX	%	0
KSAZ	23%	75708
KTVK	24%	79000
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	76	\$34,956.25	\$41,125.00	0.00	10/01/12	10/28/12	76	\$34,956.25	\$41,125.00
November 2012	18	\$7,012.50	\$8,250.00	0.00	10/29/12	10/29/12	18	\$7,012.50	\$8,250.00
Totals	94	\$41,968.75	\$49,375.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/23/12	10/26/12	M-F 5-6am M-F 5-6am	CM	5am-6am	- TWTF - -	:30	4	\$75.00	P-6	0.00 NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- TWTF - -	4		\$75.00		0.00					
N 2	KNXV	10/29/12	10/29/12	M-F 5-6am M-F 5-6am	CM	5am-6am	M- - - - -	:15/:15	1	\$75.00	P-6	0.00 BK	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M- - - - -	1		\$75.00		0.00					



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Print Date: 10/26/12

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Contract / Revision **315421** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/21/12/ 10/26/12

Order Sep 00:13:00

Advertiser **Arpaio / Republican / Sheriff** Product **Arpaio for Sheriff**

Estimate # **328**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KNXV	10/23/12	10/26/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$250.00		0.00			
N 4	KNXV	10/29/12	10/29/12	M-F 6-7am M-F 6-7am	CM	6am-7am	M- - - - -	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$250.00		0.00			
N 5	KNXV	10/23/12	10/26/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	8	\$250.00	P-3	0.00	NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					8	\$250.00		0.00			
N 6	KNXV	10/29/12	10/29/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M- - - - -	:15/:15	2	\$250.00	P-3	0.00	BK	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					2	\$250.00		0.00			
N 7	KNXV	10/23/12	10/26/12	M-F 9am-10am Sonoran Living	CM	9am-10am	- TWTF - -	:30	4	\$75.00	P-6	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$75.00		0.00			
N 8	KNXV	10/29/12	10/29/12	M-F 9am-10am Sonoran Living	CM	9am-10am	M- - - - -	:15/:15	1	\$75.00	P-6	0.00	BK	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$75.00		0.00			
N 9	KNXV	10/23/12	10/26/12	M-F 10am-11am The View	CM	10am-11am	- TWTF - -	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$750.00		0.00			
N 10	KNXV	10/29/12	10/29/12	M-F 10am-11am The View	CM	10am-11am	M- - - - -	:15/:15	1	\$450.00	P-3	0.00	BK	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$450.00		0.00			
N 11	KNXV	10/23/12	10/26/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	- TWTF - -	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$250.00		0.00			
N 12	KNXV	10/29/12	10/29/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	M- - - - -	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$250.00		0.00			
N 13	KNXV	10/23/12	10/26/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	- TWTF - -	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$350.00		0.00			
N 14	KNXV	10/29/12	10/29/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	M- - - - -	:15/:15	1	\$350.00	P-2	0.00	BK	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$350.00		0.00			
N 15	KNXV	10/23/12	10/26/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	- TWTF - -	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **315421** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/21/12/ 10/26/12

Order Sep 00:13:00

Advertiser **Arpaio / Republican / Sheriff** Product **Arpaio for Sheriff**

Estimate # **328**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	KNXV	10/23/12	10/26/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	- TWTF - -	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$350.00		0.00			
N 16	KNXV	10/29/12	10/29/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	M- - - - -	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$250.00		0.00			
N 17	KNXV	10/23/12	10/26/12	M-F 3pm-4pm Katie	CM	3pm-4pm	- TWTF - -	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$750.00		0.00			
N 18	KNXV	10/29/12	10/29/12	M-F 3pm-4pm Katie	CM	3pm-4pm	M- - - - -	:15/:15	1	\$750.00	P-2	0.00	BK	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$750.00		0.00			
N 19	KNXV	10/23/12	10/26/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	- TWTF - -	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$700.00		0.00			
N 20	KNXV	10/29/12	10/29/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M- - - - -	:15/:15	1	\$700.00	P-2	0.00	BK	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$700.00		0.00			
N 21	KNXV	10/23/12	10/26/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	- TWTF - -	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$500.00		0.00			
N 22	KNXV	10/29/12	10/29/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M- - - - -	:15/:15	1	\$500.00	P-2	0.00	BK	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$500.00		0.00			
N 23	KNXV	10/23/12	10/26/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	- TWTF - -	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					3	\$900.00		0.00			
N 24	KNXV	10/29/12	10/29/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M- - - - -	:15/:15	1	\$900.00	P-2	0.00	BK	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$900.00		0.00			
N 25	KNXV	10/23/12	10/26/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	- TWTF - -	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$900.00		0.00			
N 26	KNXV	10/29/12	10/29/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M- - - - -	:15/:15	1	\$900.00	P-2	0.00	BK	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$900.00		0.00			
N 27	KNXV	10/23/12	10/26/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	- TWTF - -	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **315421** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/21/12/ 10/26/12

Order Sep 00:13:00

Advertiser **Arpaio / Republican / Sheriff** Product **Arpaio for Sheriff**

Estimate # **328**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N27	KNXV	10/23/12	10/26/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	- TWTF - -	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$1,200.00		0.00			
N28	KNXV	10/29/12	10/29/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M- - - - -	:15/:15	1	\$900.00	P-2	0.00	BK	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$900.00		0.00			
N29	KNXV	10/23/12	10/26/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	- TWTF - -	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$1,200.00		0.00			
N30	KNXV	10/29/12	10/29/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M- - - - -	:15/:15	1	\$850.00	P-3	0.00	BK	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$850.00		0.00			
N31	KNXV	10/27/12	10/27/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S -	:15/:15	1	\$750.00	P-2	0.00	BK	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - - S -					1	\$750.00		0.00			
N32	KNXV	10/28/12	10/28/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S	:15/:15	1	\$1,200.00	P-2	0.00	BK	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - - S					1	\$1,200.00		0.00			
N33	KNXV	10/23/12	10/26/12	Nightline Nightline	CM	1035p-1102p / 113-	- TWTF - -	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$450.00		0.00			
N34	KNXV	10/29/12	10/29/12	Nightline Nightline	CM	1035p-1102p / 113M-	- - - - -	:15/:15	1	\$450.00	P-3	0.00	BK	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$450.00		0.00			
N35	KNXV	10/23/12	10/26/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	- TWTF - -	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					3	\$200.00		0.00			
N36	KNXV	10/29/12	10/29/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M-	- - - - -	:15/:15	1	\$100.00	P-6	0.00	BK	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$100.00		0.00			
N37	KNXV	10/27/12	10/27/12	PR Various Non-Net 1 PR Various Non-Net 1	CM	830-9p	- - - - - S -	:15/:15	1	\$425.00	P-6	0.00	BK	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - - S -					1	\$425.00		0.00			
N38	KNXV	10/26/12	10/26/12	Friday Prime A Friday Prime A	CM	7pm-8pm	- - - - F - -	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - F - -					1	\$2,000.00		0.00			
N39	KNXV	10/25/12	10/26/12	M-F 5-6am M-F 5-6am	CM	5am-6am	- - - TF - -	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



KNXV

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**KNXV-TV
PHOENIX**Contract / Revision **315421** Flight Dates **10/23/12-10/29/12**Hiatus DatesOriginal Date / Revision 10/21/12/ 10/26/12Order Sep 00:13:00Advertiser **Arpaio / Republican / Sheri** Product **Arpaio for Sheriff**Estimate # **328**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N39	KNXV	10/25/12	10/26/12	M-F 5-6am M-F 5-6am	CM	5am-6am	---TF--	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					2	\$125.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 94 \$49,375.00